

DESTINATION MARKETING AND  
DEVELOPMENT SPECIALIST

Yazan Alkhadiri



# Personal Profile

With over 17 years of experience working as a Destination Marketing and Product Development Specialist hovering between Jordan's Ministry of Tourism and Antiquities, Jordan Tourism Board (JTB), and Sharjah Commerce and Tourism Development Authority (SCTDA) while handling \$100 million budgets, I built strong stakeholder relationships that enabled me to contribute to increasing tourist numbers through developing concept destination marketing and management strategies, such as; the Jordan National Tourism Strategy 2011-2015. 2021-2025, where the focus was on developing and promoting Sustainable, Community, Medical, wellness, and Adventure Tourism.

# Employment Background

Yazan Alkhadiri



# Employment Background



**ASSISTANT MANAGEING  
DIRECTOR**

**JORDAN TOURISM BOARD**

**(2019 - PRESENT)**

**AMMAN - JORDAN**



**DIRECTOR OF DESTINATION  
DEVELOPMENT AND  
PROMOTION DIRECTORATE**

**SHARJAH COMMERCE AND  
TOURISM DEVELOPMENT  
AUTHORITY**

**(2017 - 2019)**

**SHARJAH - UAE**

# Employment Background



**DIRECTOR OF THE JORDAN  
TOURISM BOARD REGIONAL  
OFFICE IN THE GCC**

**JORDAN TOURISM BOARD**

**(2015 - 2017)**

**DUBAI - UAE**



**DIRECTOR OF MARKETING**

**JORDAN TOURISM BOARD**

**(2013- 2015)**

**AMMAN - JORDAN**

# Employment Background

Yazan Alkhadiri



وزارة السياحة و الآثار  
Ministry of Tourism & Antiquities

**ACTING DIRECTOR OF STRATEGIC  
PLANNING AND THE GENERAL  
COORDINATOR OF THE NATIONAL  
TOURISM STRATEGY**

**MINISTRY OF TOURISM & ANTIQUITIES**

**(2010 - 2013)**

**AMMAN - JORDAN**



# Education Profile

Yazan Alkhadiri

# Education Profile



**HERIOT-WATT UNIVERISTY**

**MASTERS BUSINESS  
ADMINISTRATION (MBA)**

**2010**

**EDINBURGH - UK**



**UNIVERSITY OF JORDAN**

**BACHELOR DEGREE IN  
BUSINESS  
ADMINISTRATION**

**2004**

**AMMAN-JORDAN**

# Areas of Expertise

Yazan Alkhadiri



Destination  
marketing and  
product  
development



Tourism Strategy  
Development and  
Goals setting



Market research



Financial and  
Commercial  
understanding,  
cash flow, P&L  
and Budgets



Stakeholder  
relationship  
building, customer  
care and  
customer relation  
management

# KEY INTERPERSONAL SKILLS

- **Financial Analysis, Budgeting and Public Budget spending monitoring**
- **Advanced Communication skills written and verbal in both Arabic and English inclusive of Public Speaking and Presentation**
- **Motivation and Leadership of team and individual team members; Team Building, Mentoring, Delegating, Training, and developing others**
- **Planning, prioritizing, and organizing tasks and activities, time management, self, and team**
- **Decision Making, Problem Solving**
- **Project Management**
- **Crisis Management**
- **Effective use of IT, communication, planning, and reporting systems**

## MOBILE

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## EMAIL ADDRESS

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## ADDRESS

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## SOCIAL MEDIA



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# Contact Details

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